



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Palm Media  
1924 Ferdinand St  
Miami, FL 33134

**Contract # 1350433**  
Schedule Dates 08/06/12-08/14/12  
Advertiser Jaime Goodman Circuit Court Judge 9 (73455)  
Agency Palm Media (13008)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand POLITICAL (1874)  
Salesperson Jaramillo, Mario (3144)  
Sales Office WPEC  
Buyer Name Garcia, Jeff  
Phone/Fax /  
CPE N/A  
Account Types Local/Political Candidate Agency BRD  
Billing Type Standard  
Comments

Date Entered 08/03/12  
Last Modified 08/03/12  
Entered By Mario Jaramillo  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,342.50  
Net Total \$7,507.50  
Sales Tax

West Palm Beach (WPEC)  
By Broadcast Month Spots Rate  
Aug - 2012 34 \$8,950.00  
Grand Total: 34 \$8,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/06/12-08/10/12	4	:30	5:58A- News-CBS 12 Good Morning South Florida on	1	1	1	1	1				5	\$150.00	\$750.00	West Palm Beach (WPEC)		8/3/12
2.0	Normal Line / SPOT	08/06/12-08/10/12	4	:30	7A- CBS-CBS This Morning Right	1	1	1	1	1				5	\$140.00	\$700.00	West Palm Beach (WPEC)		8/3/12
3.0	Normal Line / SPOT	08/06/12-08/10/12	3	:30	10:58- 11A- CBS-The Price Is Right	1	1	1	1	1				3	\$275.00	\$825.00	West Palm Beach (WPEC)		8/3/12
4.0	Normal Line / SPOT	08/07/12-08/09/12	3	:30	10A- CBS-Late Make a Deal	1	1	1						2	\$225.00	\$450.00	West Palm Beach (WPEC)		8/3/12
5.0	Normal Line / SPOT	08/06/12-08/10/12	3	:30	11:58- 41A- News-WPEC CBS 12 News at Noon	1	1	1	1					3	\$350.00	\$1,050.00	West Palm Beach (WPEC)		8/3/12
6.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	5:30A- South Florida Business Report								1	1	\$45.00	\$45.00	West Palm Beach (WPEC)		8/3/12
7.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	6:28- 3P- CBS-Evening News			1	1	1				2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/3/12
8.0	Normal Line / SPOT	08/08/12-08/09/12	3	:30	5:58P- News-WPEC CBS 12 News at 6P			1	1					2	\$600.00	\$1,200.00	West Palm Beach (WPEC)		8/3/12
9.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	8:58A- CBS-News Sunday Morning								1	1	\$325.00	\$325.00	West Palm Beach (WPEC)		8/3/12
10.0	Normal Line / SPOT	08/12/12-08/12/12	4	:30	10:28- 56A- CBS-Face the Nation								1	1	\$400.00	\$400.00	West Palm Beach (WPEC)		8/3/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**Commission** \$1,342.50  
**Net Total** \$7,607.50  
**Sales Tax**

**West Palm Beach (WPEC)**  
**By Broadcast Month**  
Aug. 2012  
Grand Total:

Spots	Rate
34	\$8,950.00
34	\$8,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	5:58A- News-CBS 12 Good Morning South Florida 6a	1	1	1						2	\$150.00	\$300.00	West Palm Beach (WPEC)		8/3/12
12.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	7A- CBS-CBS This Morning	1	1	1						2	\$140.00	\$280.00	West Palm Beach (WPEC)		8/3/12
13.0	Normal Line / SPOT	08/13/12-08/14/12	4	:30	11:58-11A- News-WPEC CBS 12 News at Noon	1	1	1						2	\$150.00	\$300.00	West Palm Beach (WPEC)		8/3/12
14.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	5:58P- News-WPEC CBS 12 News at 6p	1	1							1	\$300.00	\$300.00	West Palm Beach (WPEC)		8/3/12
15.0	Normal Line / SPOT	08/13/12-08/13/12	3	:30	6:28-35P- CBS-Evening News	1	1							1	\$600.00	\$600.00	West Palm Beach (WPEC)		8/3/12
16.0	Normal Line / SPOT	08/13/12-08/13/12	4	:30	11:00-30P- News-WPEC CBS 12 News at 11p	1	1							1	\$225.00	\$225.00	West Palm Beach (WPEC)		8/3/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

wpec-tv

**Date:**

8/3/12

I, \_\_\_\_\_,

being/on behalf of: \_\_\_\_\_, a legally

qualified candidate of the \_\_\_\_\_ political

party for the office of: \_\_\_\_\_

in the \_\_\_\_\_

election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Run			→	

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

No.

I represent that the payment for the above described broadcast time has been furnished by:

Palm Media LLC

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jaime Goodman

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/2/12  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature] Lillie K. Roberts Sale Director  
Signature Printed Name Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF  
OF AN ISSUE OR A CANDIDATE FOR PUBLIC OFFICE

CANDIDATE/ISSUE: Tamara Goodman PARTY: -

OFFICE SOUGHT: Circuit Court Judge Group 9 ELECTION DATE: 8/14

INQUIRY MADE BY: Jess Garcia  
Candidate Manager Agency Committee (circle one)

ADDRESS: 1924 Ferdinand St  
Uman: FL 33184

PHONE: 305-495-0012 FAX: \_\_\_\_\_

Information Requested: Rates

Final Disposition: 8/6- 8/13/12 \$8,950

If Committee, list officers and position: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TAKEN BY: Yasuo Saramillo DATE: 7/30/12 TIME: \_\_\_\_\_